



# **DAMYAK Challenge 2021**

## **Sponsorship Opportunities**

**Event Date: July 17, 2021**

### **Challenge Mission Statement**

Provide a fun interactive event promoting the natural beauty of the McHenry River Walk, Downtown Business District, Miller Pointe, and the Fox River while incorporating healthy lifestyle choices through an activity everyone can enjoy; KAYAKING!

### **Our Key Initiatives**

The 4.25 mile DamYak Challenge will be held on July 17, 2021 in the heart of Downtown McHenry and hosted by MC-5. The Challenge provides an opportunity to promote your business with the community, participants, and attendees while supporting charities in McHenry County.

DamYak raises awareness and funds for the Kids in Need of McHenry County (KINMC). KINMC is dedicated to identifying kids in need and providing them and their caregivers the necessary resources for a successful, happy and healthy childhood. All Challenge proceeds to benefit the KINMC.

MC-5 encourages those participating and sponsoring the event to support, volunteer or help raise awareness for the KINMC. Visit the KINMC website at <https://kinmc.org/> to learn more!

Thank you for your interest in the 2021 DamYak Challenge. Help make this annual event a success and support a great charitable cause!!

### **Naming Yak Sponsorship:**

- Company name on registration packets
- Company name on main event banner
- Option to set up booth at event for marketing
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Naming Sponsor Banner displayed near Registration
- Permissive 1-year license to use DamYak Challenge Partner and DamYak Logo for marketing purposes\*

**\$2000** (unavailable for 2021\*)

- Company name on event advertisements
- Company name on social media event pages
- Sponsorship includes 6 event registrations
- Recognition as “Naming Sponsor” at event
- Event social media post thanking sponsor

### **Homeport Yak Sponsorship:**

- Company name on registration packets
- Company name on social media event pages
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Homeport Sponsor Banner displayed near Miller Pt.

**\$1500** (1 available)

- Company name on main event banner
- Sponsorship includes 4 event registrations
- Recognition as “Homeport Sponsor” at event
- Option to set up booth at event for marketing
- Event social media post thanking sponsor

### **Shipwreck Party Yak Sponsorship:**

- Company name on social media event pages
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Shipwreck Sponsor Banner displayed at party area
- Company name on main event banner

**\$1000** (1 available)

- Sponsorship includes 2 event registrations
- Recognition as “Shipwreck Sponsor” at event
- Option to set up booth at event for marketing
- Event social media post thanking sponsor

### **Captain Yak Sponsorship:**

- Company name on main event banner
- Company name and link to website on DamYak.com
- Recognition as a key supporter at event
- Option to distribute promotional materials at event

**\$750**

- Company name on social media event pages
- Sponsorship includes 2 event registrations
- Event social media post thanking sponsor

### **First Mate Yak Sponsorship:**

- Company name and link to website on DamYak.com
- Recognition as a key supporter at event
- Company name on main event banner

**\$500**

- Company name on social media event pages
- Event social media post thanking sponsor

### **Deck Hand Yak Sponsorship:**

- Company name and link to website on DamYak.com
- Recognition as a supporter at event

**\$250**

- Company name on social media event pages
- Event social media post thanking sponsor

### **Gilligan Yak Sponsorship:**

- Event social media post thanking sponsor

**\$100**

- Recognition as a supporter at event

\*Use of DamYak Logo and / or DamYak Challenge Supporter must be preapproved by MC-5 DamYak Committee and expires January 1, 2022

# **DamYak Challenge Sponsor Registration Form**

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

Mail this form and check to: DamYak Challenge  
2400-A Johnsburg Road  
Johnsburg, IL 60051

*Proceeds to benefit: Kids in Need of McHenry County – PO Box 183, McHenry, IL 60051.  
Charitable Organization Tax ID #82-3401945- a (501(c)(3) foundation*

